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ABSTRACT

This report describes data from focus groups on teen pregnancy involving Hispanic parents of adolescents in four states. Participants wanted a good education for their children and positive, loving relationships with them. They wanted to communicate with their children and be closely involved in their lives. Most believed that to help prevent teen pregnancy, parents should talk to their children about sex, love, and values; supervise their activities; and know their friends. Most noted the importance of helping their children define future goals and providing them with direction on accomplishing those goals. Many parents were reluctant to openly discuss sex due to cultural traditions or embarrassment. Others said that talk about sex was only for those who are at least 18 years old and/or about to marry. Several felt that parents often fail to offer their children consistent messages about teen sex. The role of religion in teen pregnancy prevention was noted by many respondents. Almost all parents felt they could benefit from specific help on approaching their children on this topic. Three appendixes present an English translation of tips for Hispanic parents, screening questions used to select participants, and the focus group discussion guide. (SM)

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It All Starts At Home

Hispanic Parents Speak Out on Preventing Teen Pregnancy

A FOCUS GROUP REPORT

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It All Starts At Home

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Acknowledgments

The National Campaign to Prevent Teen Pregnancy would like to extend warmest appreciation to The Bravo Group, one of the nation's leading Hispanic communications firms, for conducting this focus group research, for overseeing the production of a companion brochure for Hispanic parents based in part on these focus group findings, and for developing a public service advertising campaign targeted to Hispanic parents. Without The Bravo Group's generous *pro bono* assistance, these important projects would simply not have been possible. In particular, the National Campaign would like to single out Daisy Expósito, President of The Bravo Group, for her long-term commitment to this issue. Warm appreciation is also extended to other members of the Bravo family, including Orlando Milian, Miguel Marquez, Sara Sunshine, Migdalia Colón, Marissa Vergara, and Conchita Funcia. Special thanks also to focus group moderator Felisa Esquivel of Findings International Corporation.

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Preface

Focus groups — moderated discussions with members of a designated target audience — have long been used by Madison Avenue to gain insights into the likes and dislikes of consumers. Increasingly, listening carefully by means of focus groups is becoming a valuable tool for those of us in non-commercial endeavors, including those interested in understanding teen pregnancy and developing effective ways to prevent it. In a field where reliable research data is often five or more years out of date, focus groups can help provide crisp, current views about some of the more elusive "whys" of teen pregnancy.

Currently, one of the most important unanswered questions in this field is, "Why are the rates of teen pregnancy and birth so high in the Hispanic community?" To be sure, despite recent declines, rates of teen pregnancy and birth remain high among all ethnic groups. As compared to other groups, however, Latina teen pregnancy rates have not declined as steeply. Moreover, Hispanics currently have the highest teen birth rates among major ethnic groups. As Hispanics become an increasingly large proportion of the U.S. population, any effort to reduce teen pregnancy across the board must pay attention to groups with rates that are high and may increase.

We know from over two decades of research — and from common sense — that parents play a critical role in whether their children become pregnant or cause a pregnancy. The National Campaign thought it was important to hear directly from Hispanic parents to better understand their attitudes, beliefs, and cultural considerations about adolescent sex and preventing teen pregnancy. The results of that research are contained in this publication.

This report is only one in a series of companion products being released by the National Campaign. Based in large part on the findings in this document and guidance from The Bravo Group and other experts in the field, we are also proud to release a new brochure, *Consejos a los Padres (Advice for Parents on How to Prevent Teen Pregnancy)*, that offers practical advice developed for — and tested with — Hispanic parents. In conjunction with these written materials, the National Campaign is also launching a public service advertising campaign designed *pro bono* by Bravo, again aimed at Hispanic parents.

Just as we have done before, the National Campaign is taking the unusual step of publicly releasing the findings of our focus group research. Over the course of the past two years, the National Campaign has issued two focus group reports: *Where Are the Adults? The Attitudes of Parents, Teachers,*

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Clergy, Coaches, and Youth Workers on Teen Pregnancy and *What About the Teens? Research on What Teens Say About Teen Pregnancy* (please visit our website — www.teenpregnancy.org — to order these publications). Many public and private organizations treat their focus group research as proprietary information and are very reluctant to share it with outsiders. We believe the information contained in this report is too valuable to sequester and are certain that others will share our excitement about its findings. We hope that this research serves to further the understanding of everyone involved in preventing teen pregnancy and helps to decrease the high rates of teen pregnancy in the Hispanic community.

Sarah Brown
Director
The National Campaign to Prevent Teen Pregnancy

April 2001

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Introduction

Despite declines over the past decade, the United States still has the highest rate of teen pregnancy and birth among comparable nations. For instance, the U.S. teen pregnancy rate is nearly twice that of Great Britain. Nowhere is the problem more acute than in the Hispanic community. Currently, Hispanics have the highest rate of teen births, and the Hispanic teen pregnancy rate is well above the national average. And while the rates of teen pregnancy and birth are on the decline for Latinas, they are not declining as steeply as are the rates of other racial and ethnic groups.

Demographic projections make the need to continue these recent declines even more urgent. Hispanic teens currently make up 14.3 percent of the total U.S. teen population. By 2005, they will become the largest teen minority, and, by 2015, it is estimated that one of every five teens in the U.S. will be Hispanic. If this community's high rates of teen pregnancy and birth are not addressed, our goal of reducing overall U.S. teen pregnancy rates cannot be achieved.

In an effort to better understand what Hispanic parents think about teen pregnancy and how to prevent it, the National Campaign — with *pro bono* assistance from The Bravo Group, one of the nation's leading Hispanic communications agencies — conducted a series of focus groups last year. A summary of the findings from ten formal focus groups with Hispanic parents of children aged 10-19 is provided here.

This report first provides information on the scope and methodology of the research. Then a brief summary of the findings is followed by a more detailed look at some of the themes that emerged from the research. Appendix A presents an English translation of the tips for Hispanic parents developed in part from the findings of these focus groups. (The tips, *Consejos a los Padres*, are also available as a separate brochure from the National Campaign.) Appendix B provides detail on the screening questions used to select participants, and Appendix C presents the discussion guide used for the focus groups.

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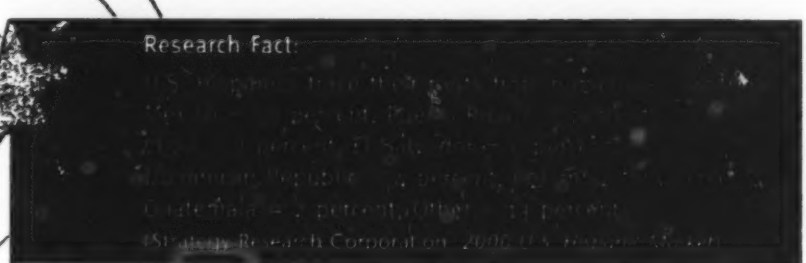
Scope and Methodology

In May 2000, the National Campaign and The Bravo Group conducted focus groups in Los Angeles, Houston, New York, and Miami. These cities were chosen for their large Hispanic populations and the diversity of Latinos that reside there. The overwhelming majority of participants from the west (Houston and Los Angeles) cited Mexico as their country of origin while participants from the east (New York and Miami) were predominantly Puerto Rican, Dominican, or Cuban. The sessions were conducted in Spanish with Hispanic parents of children aged 10-19. A total of ten separate focus groups were held. Participants were grouped into one of the following three categories: (1) mothers of children aged 10-19, (2) fathers of children aged 10-19, and (3) mothers of teenage mothers. All focus group participants met the following criteria:

- Hispanic or of Hispanic descent (Mexican, Cuban, Puerto Rican, Salvadoran, Dominican, Colombian, Guatemalan, or other)
- A parent under the age of 50
- Had at least one child between the ages of 10 and 19 living at home
- Spoke Spanish most or all of the time
- Completed at least sixth grade
- Earned a salary of at least $10,000 annually
- Watched/listened to the TV/radio more than 10 hours each week
- Had lived in the U.S. at least one year



Summary of Findings

An Overview

Hispanic parents want what all parents want — a good education for their children and a positive, loving relationship between parent and child. In fact, one of the primary conclusions of this research is that Hispanic parents differ very little from U.S. adults generally in the expectations and aspirations they have for their children. Although there are some issues that may be more salient in Hispanic communities, as noted below, common concerns shared by all parents outweigh differences. However, cultural differences between parents' own upbringing, often in another country, and the U.S. culture in which their teens are growing up create particular obstacles for Hispanic parents.

There was broad agreement among the parents that, regardless of gender or geography, communicating with their children and being closely involved in their lives were essential to healthy and safe adolescent development and central to reducing teen pregnancy. The overwhelming majority of parents said talking with their kids about sex, love, and values, supervising their activities, and knowing their friends were specific ways adults can help prevent teen pregnancy. Most also noted the importance of helping their children define goals for the future and providing them with direction on how to accomplish these goals as helpful in preventing too-early pregnancy and parenthood.

Many parents suggested that they were reluctant to have open discussions with their children about sex due to cultural traditions or simple embarrassment. Many participants expressed the belief that what was good enough for *their* parents was good enough for them. "Why should we talk to our kids about sex when our parents never spoke with us?" many wondered. Some parents said that when they were teens, they exhibited "respect" for the adults in their lives and suggested that today's teens lack the same respect. "Parents should be able to tell their kids how to act, and their children should respect that," suggested one Los Angeles father. Still others said that talk about sex should be reserved for those who are at least 18 years old and/or for those about to get married.

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Several participants felt that parents often fail to offer their children a consistent message about teen sex. For teen boys, adolescent sex is often greeted with a "wink and a nudge of approval" from parents or simply chalked up to normal, desirable male behavior. On the other hand, Hispanic parents are usually much more vocal in their direct disapproval of teen girls having sex, some said.

The role of religion in teen pregnancy prevention was noted by many of the focus group participants. Many Hispanic parents are practicing Catholics or were raised in Catholic families. Several noted that their faith tradition disapproves of premarital sex and the use of contraception, and that these faith-based values play an important role in what they say — or don't say — to their children. Many parents also said they desired to impart their faith to their children as a way of helping them stay out of trouble.

Others said they simply did not know how or when to approach their children to discuss sex, love, and relationships. While participants in Miami and New York were more likely than those in Houston and Los Angeles to say that they began talking about sex with their children at an early age, many were not convinced that this was really what they should be doing. Some said they feared that bringing up the topic too early would "put ideas in their heads." Some worried that they would provide their children with "wrong" or age-inappropriate information.

Parents offered several reasons why they believe rates of teen pregnancy are so high in the Hispanic community: lack of communication between parents and children, the inability of many parents to spend enough time with their kids, the negative influence of friends, a culture in the U.S. that allows "too much freedom," and a lack of respect for parental authority. Some suggested that rates were high in the Hispanic community because teen pregnancy had simply become accepted, even a "fad" among some teens.

Whether or not they had talked to their kids about sex, almost all participating parents said they would benefit from specific help on how to approach their children on this difficult topic. Some cautioned, however, that parents may not be inclined to seek out such information because of embarrassment, lack of time, or simply not knowing that it was available.

What Are the Most Important Issues for Parents of Teens?

There was almost universal agreement among Hispanic parents that **education for their children and communication between parents and their children were of utmost importance.** Almost all focus group participants agreed that education is the "key to success," and should be a top priority for their chil-

"Children have to know that there is someone out there for them always."
— Miami father

dren. Offering love and affection was seen by many as a conduit to establishing good communication with their children. Communication was defined broadly by most — openly talking with your kids about all subjects; teaching them about respect, confidence, religion, and friendship; answering their questions; and letting them know that their parents would love and accept them no matter what.

It is worth noting here that participants from Houston and Los Angeles seemed to place more value on education than participants from Miami and New York. Those from the east cited the importance of a good education but tended to emphasize love and affection above all.

What Makes Parents Proud of Their Teens?

Los Angeles and Houston parents, in particular, said that seeing their children do well in school makes them most proud. "Seeing them learning without asking a lot of questions," "Going to school meetings and being told how well they are doing," "They love to read," were all offered by parents as examples of what makes them proud of their teens. Many New York and Miami participants said what made them proud is seeing how well their children have done in school and the respect they show their parents. "They trust me and can talk to me about everything," one mother said. Almost all said they appreciated being asked to spend time together with their children (cooking together, for instance) or were proud of their kids for participating in church activities.

"Education, studying, and preparation are most important."
— Houston mother

What Problems Do Parents Think Their Teens Face?

Few parents acknowledged teen pregnancy as a primary concern. In fact, only a few parents even mentioned teen sex as a something they worried about. Instead, the majority of parents cited drugs, gangs, and negative peer pressure as their top concerns. Almost all parents worried about the amount of time teens spend unsupervised by adults. Most felt that this lack of adult supervision allows teens to become involved in risky or dangerous activities. In general, many parents acknowledged a "moral decay" brought on by nega-

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tive messages sent by peers and the media. As one participant noted, "It's you against the street."

How Receptive Are Teens to Advice from Their Parents?

Almost all participants initially acknowledged that children were receptive to their advice. However, when probed, many said this receptivity depended on the age of their children. That is, the younger the child, the closer the bond, the better the relationship, and the greater the trust. Many said they had difficulty both trusting their teenage children *and* setting limits on their freedom. They wanted their children to respect them, not fear them, and wanted their children to confide in them.

"You have to be a friend to your kids."
— Miami mother

Why Do Parents Find It Difficult to Talk to Their Children About Sex?

Many Hispanic parents, like parents generally, said they were embarrassed to talk about sex with their children, or they expressed reluctance to do so because of cultural traditions. Many said they didn't talk to their kids about sex because *their* parents didn't talk to *them*. Others said it was an uncomfortable subject that should be reserved for those at least 18 years old or for those getting married. Some simply felt that talking to their kids would be ineffective. "I talk to them and it happens anyway," said one parent.

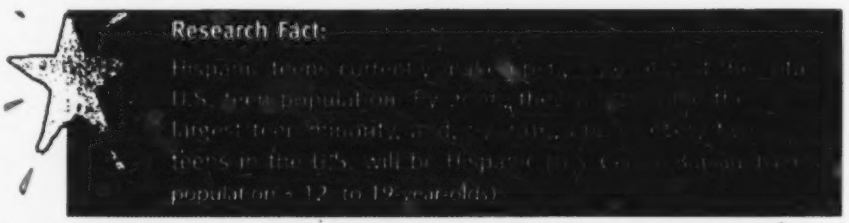
While acknowledging that communication is critical in establishing and building relationships with their children, many parents indicated that they often **didn't know what to say to their children about sex or when to say it.** Many feared that bringing up the topic of sex too early would be suggestive, and some worried that they would provide information that was not age-appropriate.

"What happened with my mother will not happen with my children."
— Miami mother

Some participants noted a **failure among some parents to provide their children with a clear and consistent message about adolescent sex and pregnancy.** For boys, being sexually active is often seen as a "rite of passage" on the road to manhood. For girls, a different standard applies, according to some of the parents. They suggested that parents are much more likely to specifically disapprove of their daughters engaging in premarital sex. Fathers of teens in particular noted that when — and if — they talked to their sons about sex, the discussion rarely touched on preventing pregnancy.

"We follow traditions that are not functional in the U.S. society. Sex prior to marriage is taboo."
— Miami father

The influence of faith traditions was also mentioned by many of the focus group participants. Many said that their religious faith plays an important role in shaping their own views about adolescent sex and pregnancy, which, in turn, is reflected in the values that teach their children. Some noted, for instance, the strong influence of the Catholic Church in the Hispanic community and its teachings on premarital sex and contraception. Many felt that they struggled with balancing the teachings of the Catholic Church with the realities their teens faced everyday. Many of those who had talked to their kids about sex described it as a one-time, awkward monologue filled with exhortations: "Don't do it," "It's bad," or "Be careful, don't get pregnant." These conversations often resulted in their teen children responding, "I already know" or "They already taught us about it in school." In general, fathers tended to talk with boys about sex, while mothers talked with their daughters.



Why Are Rates of Teen Pregnancy So High Among Hispanics?

After being presented with statistics on teen pregnancy among Hispanics, participants were asked why they thought rates of teen pregnancy and birth were so high in the Hispanic community.

Lack of communication between parents and their children was cited most frequently. Participants also offered the following reasons:

"It is hard to help my kids when I am single and always working."
— L.A. mother

- Parents' inability to spend more time with their children and engage them in constructive activities.
- Lack of love and affection at home, leading many teens to look for love elsewhere.
- Cultural customs and general ignorance about sex, which inhibits parents from speaking openly and directly to their children.
- Lack of parental authority and cultural differences between the United States and their countries of origin (too much freedom for young people in the U.S., for instance).

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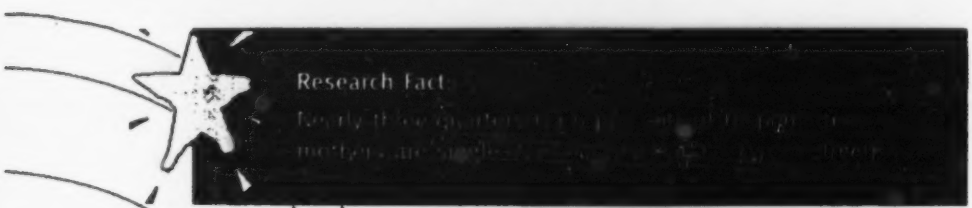
"It is difficult to talk about these things."
— Houston father

Both fathers and mothers suggested that today's teens have less respect for authority in general and parents in particular when compared to previous generations. Specifically, many parents felt that the fear of disappointing *their* own parents helped keep them on "the right path." Now that fear is gone, according to many participants, and children do whatever they want. Moreover, some parents suggested that teen pregnancy was accepted more in the U.S. than in their countries of origin. "We were told nothing about sex and people rarely got pregnant, and today they have lots of information and they get pregnant so easily," lamented one parent.

"I don't talk to my children because they don't talk to me."
— Miami mother

Mothers were much more likely than fathers to say that high rates of teen pregnancy are due to the fact that most parents cannot spend enough time with their children. Many of the mothers participating expressed guilt about not being with their children more frequently. Fathers, on the other hand, were more likely to say that lack of communication between parents and their children was the cause of teen pregnancy.



How Can Teen Pregnancy Be Controlled?

Some participants were unsure that high rates of teen pregnancy could be controlled. **Parents acknowledged that education and communication were the keys to preventing teen pregnancy.** However, many parents complained about the sex education their children received in school, saying, "it is not working." Some said their kids often tuned them out when they tried to talk to them. "Talking to them does no good; they don't listen," said one mother.

"The most important thing to teach them is responsibility."
— New York mother

Conversely, other participants were more optimistic about reducing rates of teen pregnancy. Many said that education was critical for parents — so they would feel more comfortable talking to their children — as well as for their kids. Quite a few parents suggested that this education should include the "moral" aspects of sex and not focus exclusively on the "physical

aspects of sex." Many felt a parent's job is to complement the sex education classes given in school with moral/value-driven discussions at home. These same parents said that parents should begin talking with their children at an early age and be clear about the possible consequences of sex and how it might affect their children's future.

"Getting girls in sports and reading keeps them out of trouble."
— Houston mother

Quite a few participants expressed how important it is for parents to stay actively involved in their children's lives — no matter how difficult that may be. They suggested that parents need to know what their children are doing and with whom. Afterschool activities, alternatives to television (reading, for instance), and religion were also mentioned as deterrents to teen pregnancy.

It should be noted that mothers of teen moms, particularly those in Miami, expressed pessimism about controlling teen pregnancy. As one mother stated, "I don't see a solution as it's partly the times — it's 'in' to get pregnant."

Who Is Responsible for Teen Pregnancy?

Almost all Hispanic parents participating in the focus groups agreed that teen pregnancy is the responsibility of both boys and girls. Importantly, most also pointed out that **parents *and* their children share responsibility for preventing adolescent pregnancy.** Many felt that it is the parents' responsibility to educate their children about sex and pregnancy so that both their sons and daughters can act responsibly.

"Everything begins in the home."
— Miami father

When Should Parents Talk to Their Children About Sex and Pregnancy?

It is important to note that some of the participants said that they had not yet spoken to their children about sex and pregnancy. Some began speaking to their children — or planned to — only after certain stages of life were reached (onset of menstruation or reaching age 18, for example). Still others acknowledged that they had spoken to their children in only rather vague ways about sex, love, and values.

"We need to talk to our kids about sex because nobody talked to us."
— Miami father

Some differences seemed to exist between participants from Los Angeles and Houston and those from Miami and New York. Many participants from the west said that parents should begin talking to their children between ages 10 and 12 and were more likely to say that the father should talk to the son and the mother should

"You have to talk about whatever they want to talk about, whether it be sexuality or something else."
— New York mother

talk to the daughter. Many felt that beginning conversations much earlier would be "suggestive." Others pointed out that every child matures at a different rate, consequently there was not a specific age to begin such discussions. Participants in Houston and Los Angeles were also more likely to describe talking about sex with their children as a one-time experience that was uncomfortable for both parents and children.

Many parents from Miami and New York said they began speaking to their children about sex at an early age — some as early as age four. Many of these parents talked to their children about their bodies and the changes they would see over time, taught them about respecting their bodies and themselves, and said that sex was natural at the right time, when one is in love and/or married. Most of the parents said that they spoke to their children together or that the father or mother talked to both sons and daughters.

"We need information to deal with the problem. We don't know how to explain it."
— New York mother

Many mothers of teens with children were quite pessimistic about the influence of parents. As one participant noted, "If they [teens] want to do it, they'll do it no matter what you say or how often." Some acknowledged that they only spoke to their daughters when they were already in their teens or if they showed signs of "too much curiosity" (defined by some of the parents as using makeup or dressing suggestively).

Do Parents Feel Well Informed About How to Talk to Their Children About Sex?

"We need community seminars to talk about pregnancy prevention."
— New York father

Almost all parents agreed that there is a lack of information about *how* to speak to children about sex, love, and values. "I spoke to my son in circles...I didn't know what words to use or how to go about it," noted one participant. Most agreed that there is plenty of information offered on the mechanics of sex but little explaining how to establish a line of communication with their children, what to say about sex, and when to say it. Even those who felt that they had productive conversations with their children felt that such information was necessary.

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When asked about what types of information they want, many participants suggested that classes could provide them with tips on how to talk with their children. Many thought it would be beneficial if the classes had sections set aside for their children, too, who often harbor myths about sex and its possible consequences. Many also felt that they would like to get helpful tips and information from national organizations, community organizations, and the media, and that they could use this information as a way to begin conversations with their teens.

"The problem is that kids think they know everything."
— New York mother

Appendix A
English Back-Translation of *Consejos a los Padres*

Based in part on the Campaign's focus groups with Hispanic parents, the National Campaign and The Bravo Group developed *Consejos a los Padres* (Advice for Parents on How to Prevent Teen Pregnancy), a colorful and attractive brochure, in Spanish. What follows is an English back-translation of the text of that brochure. Copies of *Consejos a los Padres* are available from the National Campaign (www.teenpregnancy.org).

Consejos a los Padres
(Advice for Parents on How to Prevent Teen Pregnancy)

As Latino parents, we work hard so that our children make good decisions....

As parents, we struggle so that our children can have a better future, a good education, a job, and, of course, happiness. In this country, that future has been affected by an alarming rate of teenage pregnancy. More than 3 out of every 5 Hispanic [young] girls become pregnant before age 20. Truly, this is a delicate issue, but who better than us, their first teachers, to guide them through this important moment [time] in their lives? They themselves say they prefer for their parents to talk to them about this subject.

We hope the following tips help you guide your children to good decision-making throughout their lives and, also, to avoid teen pregnancy.

1. **Let's leave behind old-fashioned ideas that prevent us from communicating honestly with our children: let's talk to them openly — girls and boys — about love, relationships, and sexuality.**

If you think talking is not easy, you're not alone; there are many parents in your same situation. If your adolescent acts like a "know-it-all," don't get discouraged. What happens is that it's just as difficult for your teen to discuss this subject as it is for you. The fact is that your kids want you to be the person who talks to them. After all, parents are their children's *first teachers*, and, therefore, children trust their parents.

2. Let's start talking about sexuality from an early age, and often.

Children are curious about their physiques. If you begin to explain to them step-by-step the changes that take place in their bodies, then when the time comes for a more detailed conversation, it will be less uncomfortable for the both of you. You could also talk about his/her feelings, since the child is developing physically, emotionally, *and* socially: he/she is getting to know his/her own self and [his/her] role in the world [society]. Don't wait for your child to grow up in order to have a one-time conversation. Think that life is a school and that you, the parent, are the *best teacher.*

3. Let's supervise our kids' activities without forgetting that they are no longer kids but, rather, young adults who need a certain amount of independence.

At this age, your kids go from being children to being [young] adults. There will be times when they may act child-like by sleeping with a favorite stuffed toy or by collecting sports cards, and there will be other times when your adolescent will rebel when you begin to set limits [for going out] and curfews. Keep in mind that this is their most social time; therefore, acquaint yourself with their friends (remember that theirs is a powerful influence). If you approach your son/daughter in a *calm* and fair manner, he/she may understand that your sole interest is in protecting him/her.

4. As parents, we have the right to know with whom our children go out.

When children enter adolescence, it's up to parents to supervise their social lives. In doing so, we have little choice but to set certain rules. We should advise younger teens to go out with their friends *in a group.* And when the time comes for *dating*, we should recommend they do so with kids their own age. We could explain, for example, that girls who date much older boys expose themselves to even more pressure and risk finding themselves in dangerous situations like undesired sexual contact.

5. It's good that we know what our children see, read, and hear.

Television, magazines, and radio may contain messages that could confuse and even harm young people. Be up-to-date on the information your son/daughter is receiving, and take advantage of these moments to clarify such messages. Sometimes a simple comment can bring forth an important and productive conversation.

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6. We must help our teens set goals and explore options for the future.

Ask your kids about their interests, what they want to be, what they want to accomplish. Help them understand the consequences that positive — or negative — things can have on their future. Explain to them that, especially in this country, an education or trade and some financial independence are important if they want to reach their goals. Also explain how an early pregnancy could have negative consequences, because they would be responsible for caring for and supporting the baby. If you help your kids see the potential outcomes of their decisions, it's more likely they will make good decisions *now.*

7. Let's realize that a parent's job is never done.

No matter what age, in one way or another, children will always need their parents. Cultivate a good relationship with your kids by treating them with love, patience, and respect throughout their lives. When parents and their children get along, they share more than love; they also share a good sense of *communication.*

Appendix B
Focus Group Screening Questionnaire

Hello, my name is _____. I'm with _____, a market research firm located in _____. We are conducting a brief study among men and women in your area about different products and services you use and would like to include your opinions. We are not trying to sell you anything and no one will call you as a result of this survey.

1. Record **(DO NOT READ)**

Male	1
Female	2

RECRUIT: 8 MALES – FATHERS OF TEENAGERS, 10-19
16 FEMALES – 8 MOMS OF TEENAGERS, 10-19, and
8 MOMS OF TEENS, 10-19, with CHILDREN OF THEIR OWN UNDER THE AGE OF TWO

2. Do you have any children of your own?

Yes	1 (CONTINUE)
No	2 (TERMINATE)

3. Do you have a child between the ages of 10-19? **(READ LIST)**

Under 10	1 (TERMINATE)
10-12	2 (IF ANY, CONTINUE)
13-14	3 (IF ANY, CONTINUE)
15-16	4 (IF ANY, CONTINUE)
17-19	5 (IF ANY, CONTINUE)
20 and over	6 (TERMINATE)

GET A GOOD MIX OF AGES WITHIN EACH GROUP

4. Is your child male or female? (record gender)

Male	1
Female	2
Both	3

GET A GOOD MIX OF PARENTS OF BOTH GENDERS

5. Do any of your children, aged 10-19, have any children, under the age of two, of their own?

Yes	1 (Place in Group C)
No	2 (Place in Group B)

6. Are you, any members of your household, or close friends employed in any of the following types of occupation or business? **(READ LIST)**

Advertising/public relations	**1 (TERMINATE)**
Market research	**2 (TERMINATE)**
Radio or television station or the press	**3 (TERMINATE)**
Educational institutions, such as schools, University, nursery	**4 (TERMINATE)**
Companies that serve children, infants, or young children	**5 (TERMINATE)**

7. In the past 12 months, which, if any, of the following meetings or groups have you attended? **(READ THE LIST)**

Career seminar	**1**
Charity benefit	**2**
Market research consumer group discussion	**3 (TERMINATE)**
Self-improvement group session	**4**
Market research in-depth interview	**5 (TERMINATE)**

8. Have you ever participated in a consumer discussion group or personal interview in which you were asked questions about...? **(READ LIST)**

Telephone services	**1**
Education, particularly of children	**2 (TERMNATE)**
Services or products for young children	**3 (TERMINATE)**
Printing services	**4**

9. Where were you born?

10. If you are foreign born, what do you consider to be your ethnic origin? **(DO NOT READ LIST)**

11. How long have you lived in the United States? **(DO NOT READ LIST)**

Less than one year	**1 (TERMINATE)**
One year or more	**2**

ASK:

How many years? _____

12. What is your main language? **(READ LIST)**

English	**1 (TERMINATE)**
Spanish	**2**

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13. Would you say that at home you speak...? **(READ LIST)**

Spanish all of the time	**1 (GET A GOOD MIX OF 1 & 2)**
Spanish more than English	**2**
Spanish and English equally	**3 (RECRUIT NO MORE THAN 2)**
English more than Spanish	**4 (TERMINATE)**
English all of the time	**5 (TERMINATE)**

14. Do you watch Spanish-language television?

Yes	**1**
No	**2 (TERMINATE)**

15. Would you say that in general you watch television in... ? **(READ LIST)**

Spanish all of the time	**1 (GET A GOOD MIX OF 1 & 2)**
Spanish more than English	**2**
Spanish and English equally	**3 (RECRUIT NO MORE THAN 2)**
English more than Spanish	**4 (TERMINATE)**
English all of the time	**5 (TERMINATE)**

16. About how many hours of Spanish-language television do you watch on average per week? _____ **RECORD EXACT NUMBER OF HOURS**

17. Do you listen to Spanish-language radio?

Yes	**1**
No	**2 (TERMINATE)**

18. Would you say that in general you listen to the radio in... ? **(READ LIST)**

Spanish all of the time	**1 (GET A GOOD MIX OF 1 AND 2)**
Spanish more than English	**2**
Spanish and English equally	**3 (NO MORE THAN 2)**
English more than Spanish	**4 (TERMINATE)**
English all of the time	**5 (TERMINATE)**

19. About how many hours of Spanish-language radio do you listen to on average per week? _____

RECORD EXACT NUMBER OF HOURS TOTAL OF TV/RADIO HOURS (Q.16+Q.19) MUST BE AT LEAST 10 HOURS, OTHERWISE TERMINATE

20. What is your occupation? _____

RECORD OCCUPATION FOR INFORMATIONAL PURPOSES ONLY

21. Which of the following income groups best represents your total annual household income? Please include all sources of income from all members of your household/family and any other sources of income. **(READ LIST)**

Less than $10K	1 (TERMINATE)
$10,000 - $15,999	2
$16,000 - $19,999	3
$20,000 - $24,999	4
$25,000 - $29,999	5
$30,000 - $34,999	6
$35,000 - $39,999	7
$40,000 - $44,999	8
$45,000 - $49,999	9
$50,000 - $59,999	10
$60,000 - $64,999	11
$65,000 - $69,999	12
$70,000 and over	13

22. Which was the highest grade in school you were able to complete? **(DO NOT READ LIST)**

Some elementary (5th grade or less)	1 (TERMINATE)
Completed elementary (6th grade)	2
Some junior high	3
Completed 8th grade	4
Some high school	5
Completed high school	6
Trade school	7
Some university	8
University graduate or more	9

MUST HAVE COMPLETED 6TH GRADE, OTHERWISE TERMINATE

23. I am going to read you a list of statements. Please tell me which one best describes you. When I'm in a social situation. . .

I'm the life of the party	1
I make the effort to talk with a lot of different people	2
I enjoy talking with others, but I let them start the conversation	3
I usually listen to what others say and don't talk much myself	4 (TERMINATE)
I don't really like social situations where I have to talk	5 (TERMINATE)

INVITATION:

Thank you very much for your help. Based on your answers I would like to invite you to participate in a very interesting discussion group about **CHILD DEVELOPMENT**. The discussion will last about two hours. We know the time you spend with us will be a unique and enjoyable experience. Your opinions and participation in this study are very valuable to help us bring out better products and services in the market.

There will be no sales presentation. No one will try to call you later to try to sell you something. We are only interested in your thoughts and opinions. As a thank you for your participation, you will receive $_____ in cash.

Please try not to bring any visitors and/or other family members with you since they will not be able to participate and we do not have the facilities to accommodate them.

Since only a few have been selected, it is very important that you attend the group discussion on _____. However, if for some reason you are unable to come to our discussion or if you have any questions at all, please call me at _____.

PLEASE RECRUIT 12 FOR 8-10 TO SHOW.

Appendix C
Focus Group Discussion Guide

I. INTRODUCTION (5 Min)
Introduction of moderator
Introduction of participants
Name, country of origin, years in the U.S., family size, etc.
Ground rules & Consent Form

II. WARM-UP: THEIR LIVES AS PARENTS OF TEENAGERS (10 Min)
Tell us about your child(ren) between 10-19.
What's important to them?
What makes you most proud about them?
What are the big issues they face in their lives?
What concerns do you have for them, such as safety, health, education, friendships, etc.?
How willing are they to accept your help or involvement regarding these issues?

III. ATTITUDES & PERCEPTIONS OF TEEN SEX & PREGNANCY (20 Min)
Explain: Our conversation today will be mostly about the issue of teen pregnancy and what role parents play in helping their teens avoid pregnancy. I'm going to read you some facts about teen pregnancy among Latinos. Afterwards, I will ask some questions to get your thoughts on this issue.
(READ FACTS)

As they answer questions, remind them to identify the age and gender of the child they are talking about.
Why do you believe teen pregnancy is so prevalent?
What reasons do you believe make pregnancy a problem for teenagers?
Is it different for boys than for girls? How?
Do you believe the teen pregnancy problem can be solved?
How do you believe teen pregnancy can be avoided?
Whose responsibility is it to prevent teen pregnancy?
How concerned are you about teen pregnancy? Relative to other issues?
How much do you believe your child knows about this subject?
Where do you think they have gotten most of their information?
Do you believe they have a healthy/accurate understanding of the issue?
What are some barriers to talking about this issue with your children?
Have you spoken to or do you plan to speak to your kids about this?

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Did (will) your child approach you or you approach your child?
At what age? How did (will) you discuss the subject?
Probe for details of their experience or their planned experience.
At what age should parents speak to their children about this subject?

IV. ATTITUDES & PERCEPTIONS TOWARD INFORMATION SOURCES (10 Min)

What kind of help or support do people need in order to prevent teen pregnancy?

Do you/would you seek out any information to help you talk to your kids about teen pregnancy? What information would you find helpful (facts, tips, resources...)?

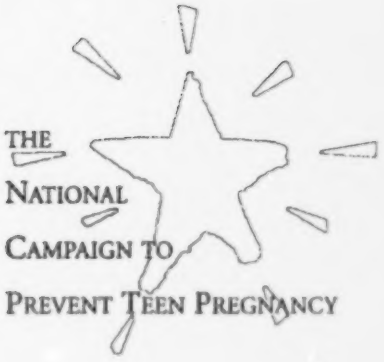
What would motivate you to seek out this type of information?

How would you feel about a celebrity, such as Cristina [Saralegui], raising the issue and offering tips?

How would you feel about a national organization raising the issue and offering tips?

Do you have access to the internet? How likely are you to go to a website to get information?

Where else are you likely to seek out information on this subject?



The National Campaign to Prevent Teen Pregnancy is a nonprofit, nonpartisan initiative supported almost entirely by private donations. The Campaign's mission is to improve the well-being of children, youth, and families by reducing teen pregnancy. Our goal is to reduce the rate of teen pregnancy by one-third between 1996 and 2005.

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